



- 40 National Committees (country members)
- 7 Technical Divisions
- 135 Technical Committees
- 120 Standards, Guides and Technical Reports
(up to date)



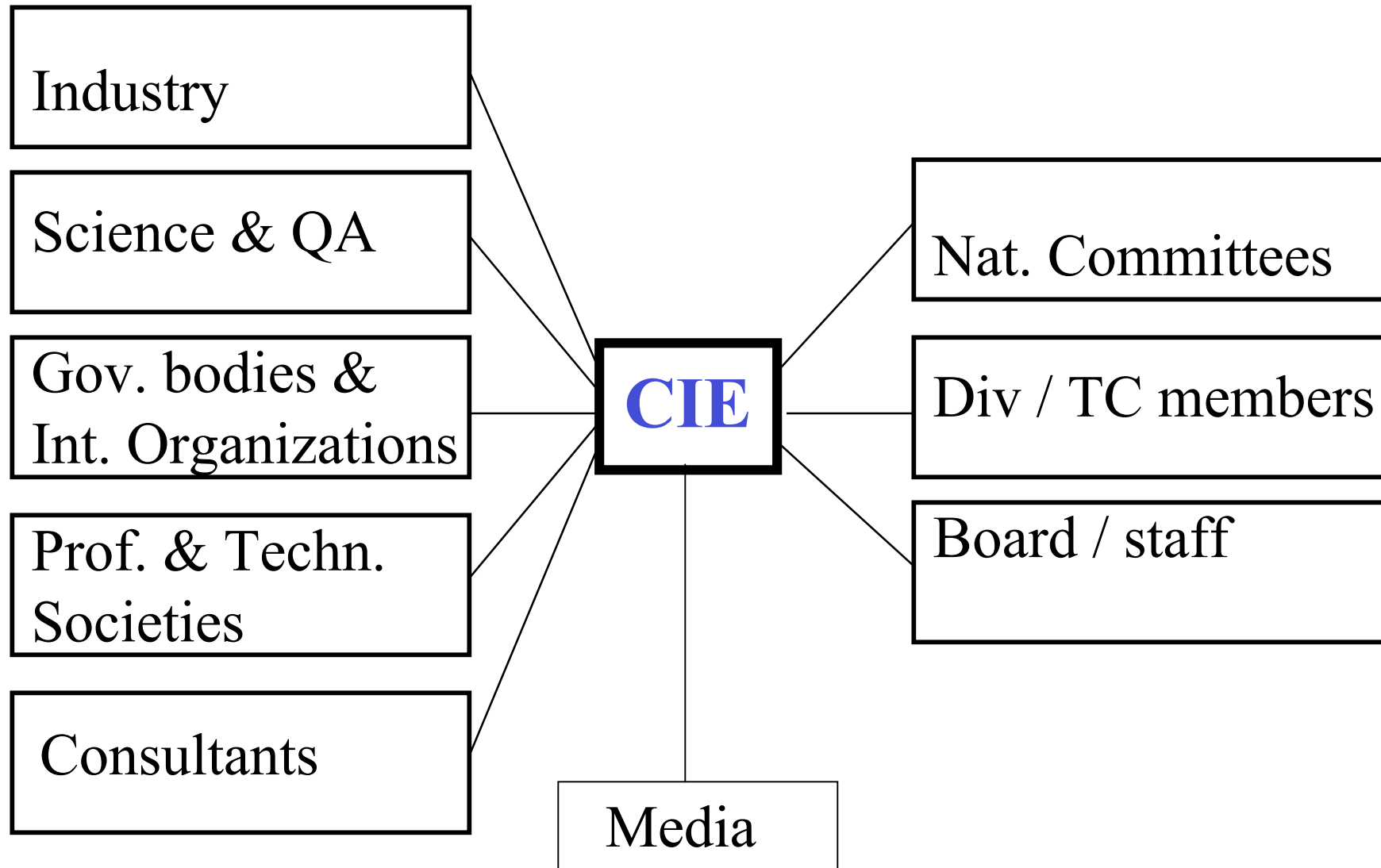
COMMISSION INTERNATIONALE DE L'ECLAIRAGE
INTERNATIONAL COMMISSION ON ILLUMINATION
INTERNATIONALE BELEUCHTUNGSKOMMISSION

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CIE exists 90 years in the “San Diego year”

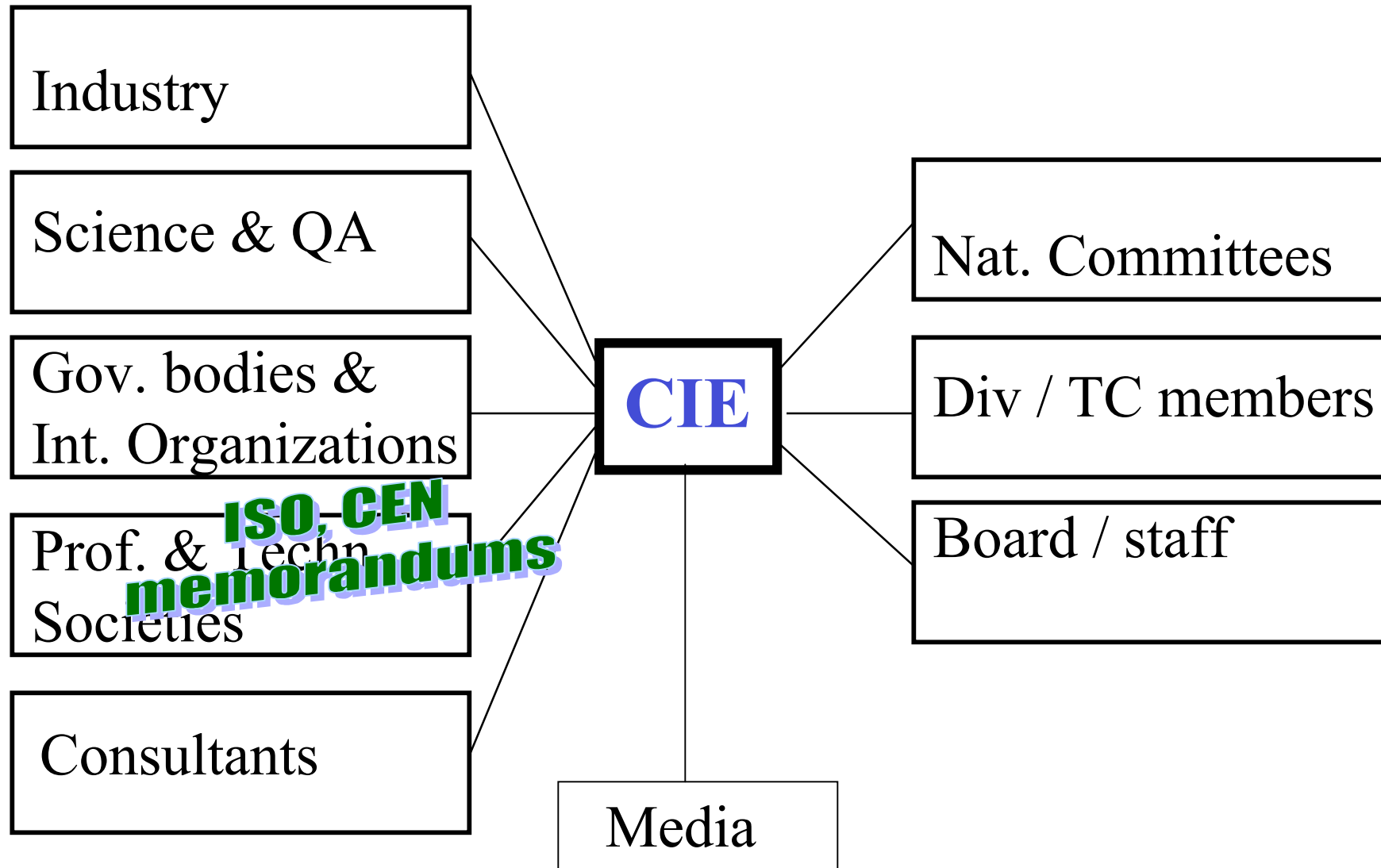


Stakeholders



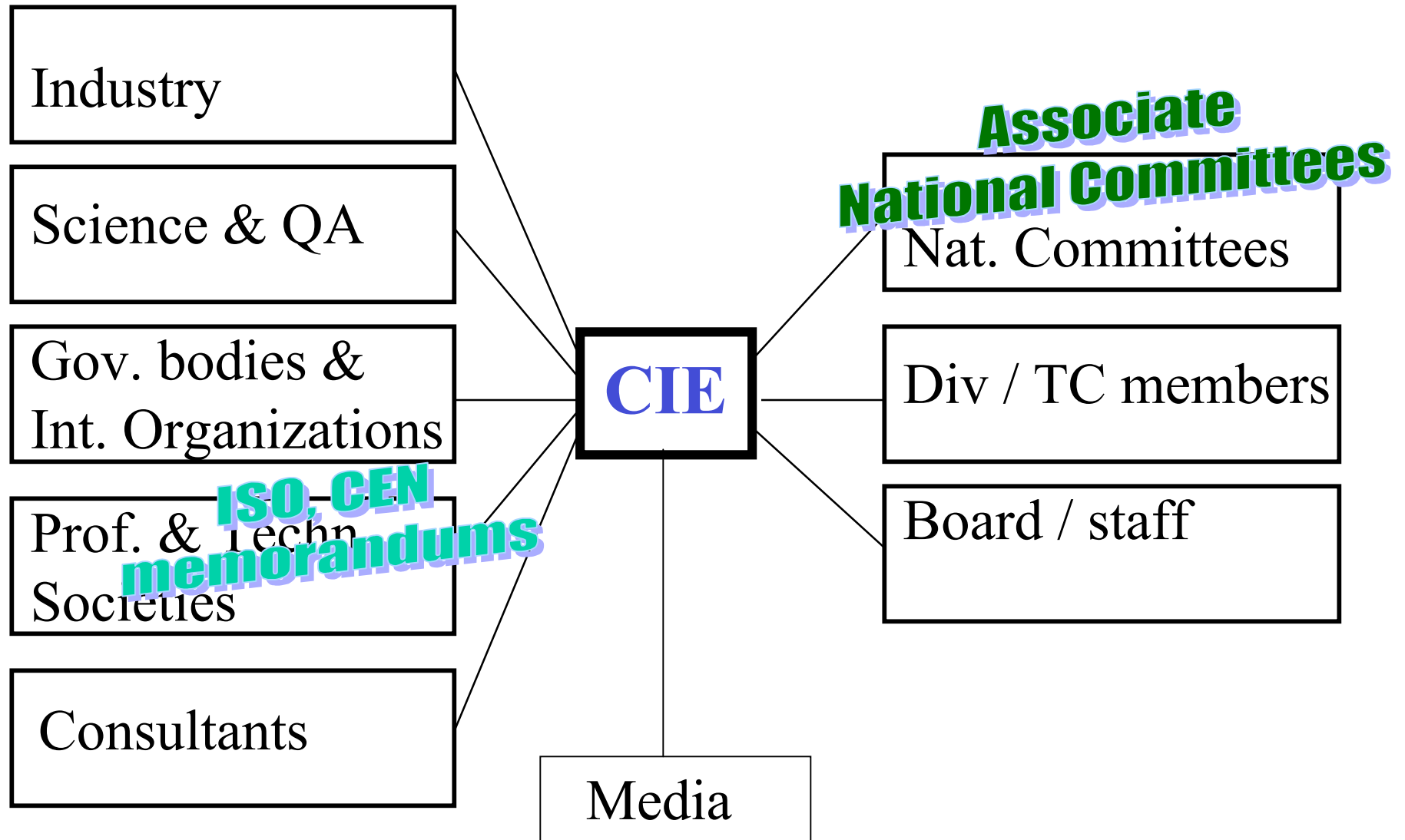


Stakeholders



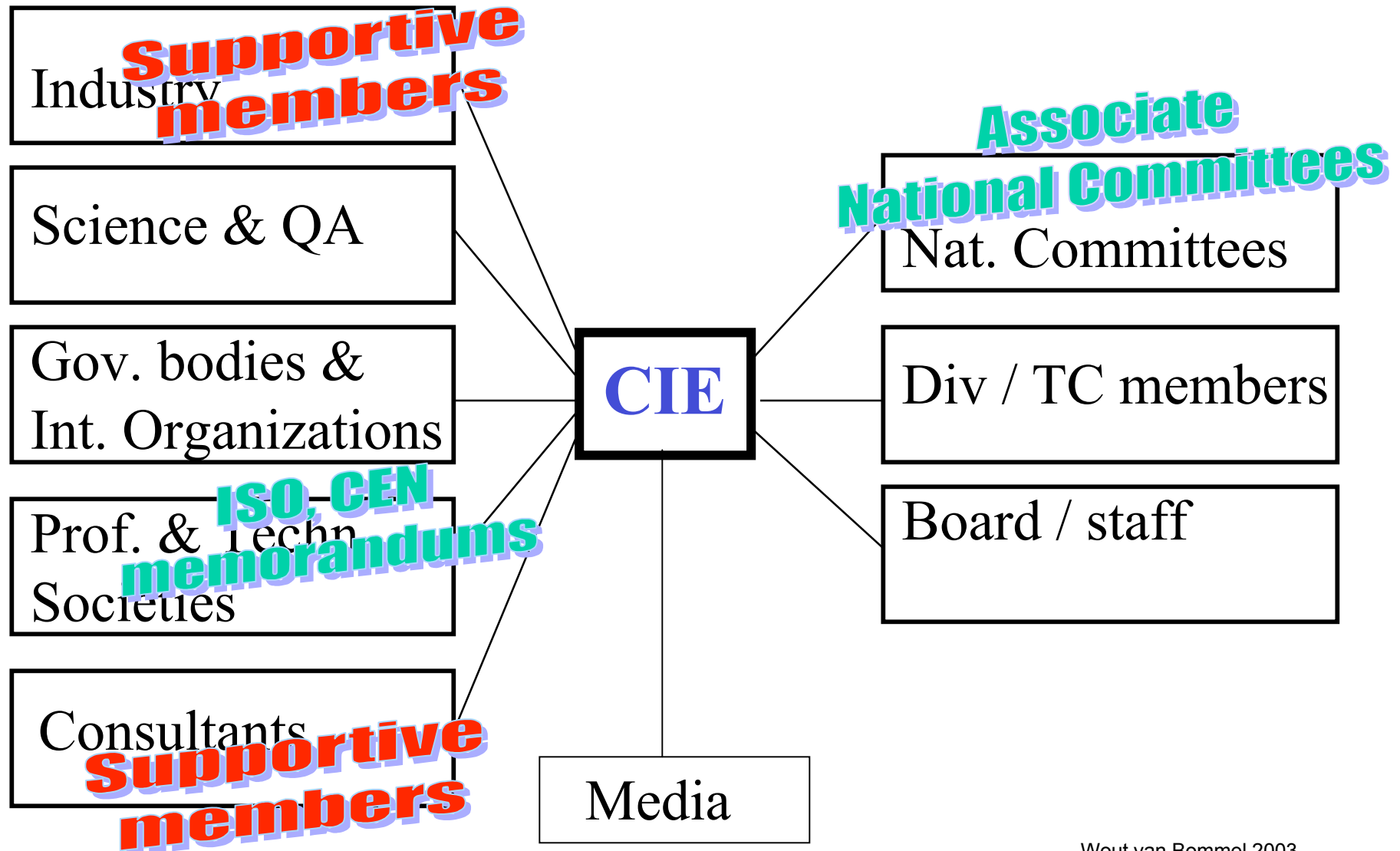


Stakeholders





Stakeholders





Change of categories

WAS

NOW

Basic:

□ 1600

Supportive member

□ 500

Silver:

□ 3000

Silver supportive member

□ 3000

Gold:

□ 8000

Gold supportive member

□ 8000

Diamond:

□ 16000

X



Supportive membership

- **Supportive member:**

(€500)

right to use on letterhead

“supportive member of CIE”

- **Silver:**

(€3000)

+ receive free copy of all new publications

+ exploitation rights for **internal** use of
CIE publications

+ access to electronic CIE drafts

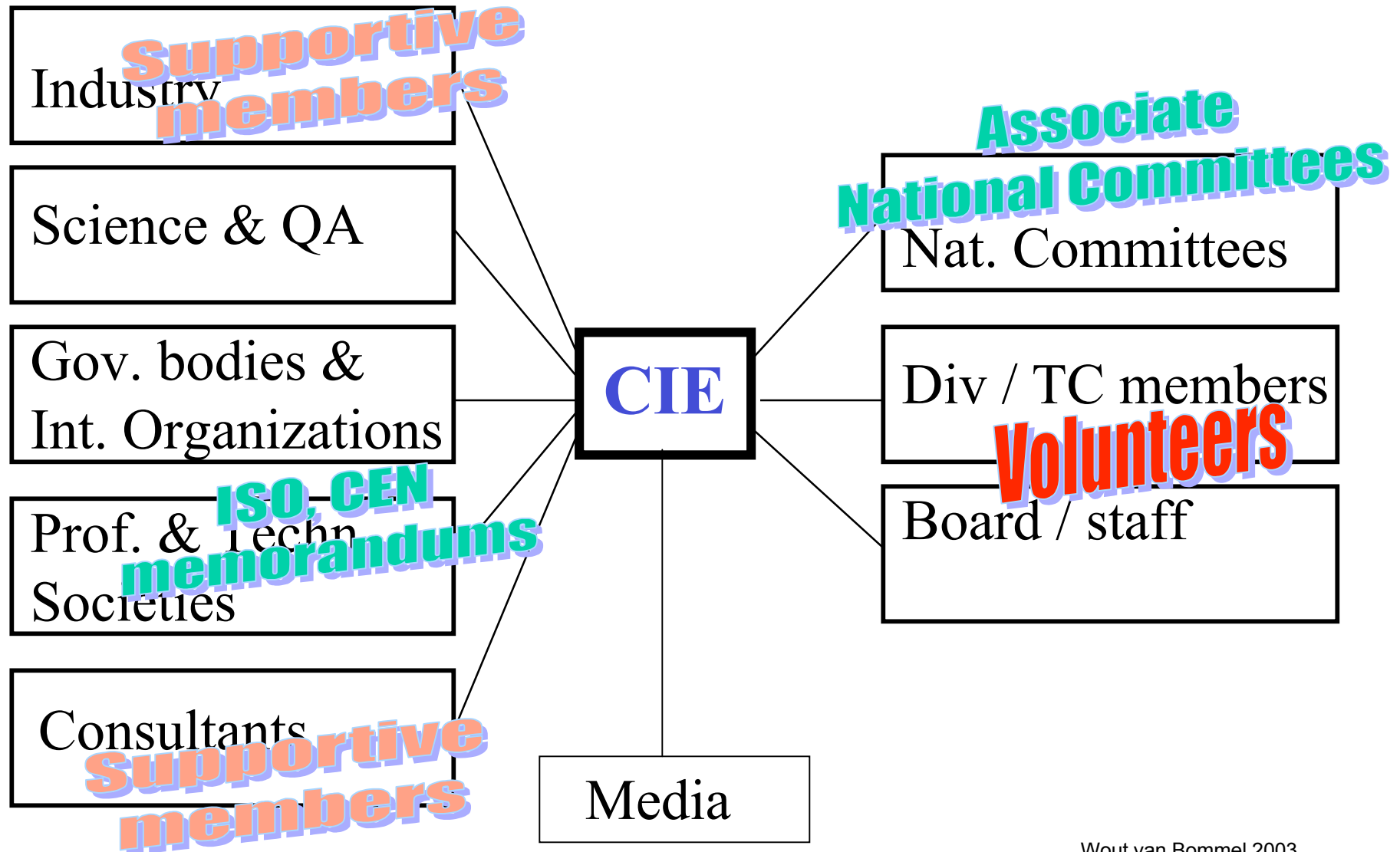
- **Gold:**

(€8000)

+ exploitation rights for **external** use of
CIE publications



Stakeholders





Volunteers

- Fewer (active) volunteers.
- Volunteers have less “employers time” to spend.
- Volunteers have restricted travelling budgets.



Volunteers

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- And..... are we growing older ??



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Create stimulating, effective environment



Stimulating environment

- Communication within TC's and Divisions.



Stimulating environment

- Communication within TC's and Divisions.
 - ***Activity reports, up to date internet division websites***
 - ***Support remote working: Internet WEB / Workspace***



Stimulating environment

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- Professional paid staff supports volunteers.



Stimulating environment

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- Active Board, Div. Directors, TC Chairmen.



Stimulating environment

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- Active TC Chairmen, Div. Directors, Board.
- **Lean, compact, focussed organisation.**



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- **Lean, compact, focussed organisation.**
 - ***Dissolve inactive TC's***



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 - ***Be critical in starting new TC's***



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 - ***Not easy to hide as an inactive volunteer***



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 - *Dissolve inactive TC's*
 - *Be critical in starting new TC's*
- **It's an honour to work for CIE.**



Stimulating environment

- Communication within TC's and Divisions.
 - *Support remote working: Internet WEB / Workspace*
- Professional paid staff supports volunteers.
- Active TC Chairmen, Div. Directors, Board.
- **Lean, compact focussed organisation.**
 - *Not easy to hide as an inactive volunteer*
 - *Dissolve inactive TC's*
 - *Be critical in starting new TC's*
- It's an honour to work for CIE.
 - ***Use of volunteers output: CIE Publications.***



Use of Output

means:

Standards, Publications and Guides are:

READ, STUDIED, REFERRED TO, USED !



Stimulating the use

Standards, Publications and Guides are:

READ, STUDIED, REFERRED TO, USED

- **Image**
- **Acquaintance**
- **Availability**
- **Price**



Stimulating the use

Standards and Publications:

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} ISO and CEN agreements
Marketing CIE



Marketing tools

- CIE News
- free publicity (press releases)
- Symposia
- CIE Publications
- Division Activity Reports
- WEB site
- image brochure
- presentations about CIE (overheads)



Stimulating the use

Standards and Publications:

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ISO and CEN agreements
Marketing CIE

Downloadable

Halved



Conclusion

Issues:

How to stimulate:

- lean, compact, focussed organisation
- use of the output of CIE
- marketing of CIE
- getting supportive members
- andand



Conclusion

How to stimulate:

- lean, compact, focussed organisation?
- use of the output of CIE ?
- getting supportive members ?

We have some ideas.....but.....

- and

we need more :

we need YOUR ideas and YOUR support !